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SPRING DINNER MEETING AT LAGO MAR MAY 17

The Spreading Influence of Warren Winstead

The important address which Nova University President Winstead made in Los Angeles in March, will be printed by the American Alumni Council and disseminated to member colleges and Universities throughout the length and breadth of the country. It will be carried in the Council's own publication.

Winstead's subject: "STRENGTHENING YOUR CASE FOR GOVERNMENT AND GIFT DOLLARS THROUGH EFFICIENT MANAGEMENT."

Highlights:

"... There are more people of financial affluence allocating more of the resources under their control to higher education than in any other period in the history of the world.

"... For the first time Education is surpassing National Defense in its claim upon a percentage of our national resources.

"... Both (Government and private) have resources totaling billions ... that were unimaginable a few years ago.

"... There is an increased awareness by the private philanthropist, and by industry, by the tax advantages and other merits of giving to higher education.

"... The ability effectively to acquire and use these resources should be of primary interest to college administrators today.

Nova University has employed the bright, young former President (Clare I. Rice) of Sunbeam Electronics, a major defense research industry, to build modern, effective management technique into the utilization of resources at our institution, even in this very early formative stage.

"... At Nova University we are building 'a Top Management Team' — to use a phrase from industry.

"... This working Advisory Board to our institution includes: the Chairman of the Board of Massachusetts Institute of Technology in Administration; President of Rensselaer in Engineering and applied sciences; the President of the National Academy of Sciences; and leading scholars in the major areas of University involvement such as the Physical Sciences, Life Sciences, Social Sciences, Behavioral Sciences and so forth, including two Nobel Laureates."

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GOLD KEY's first spring husbands and wives dinner party is now set for the beautiful Lago Mar Room at GOLD KEYSIAN Sidney Bank's Lago Mar Hotel at 1700 South Ocean Lane, Fort Lauderdale Beach.

The time: 7 p.m. Wednesday, May 17, 1967.

The affair will begin with a "get acquainted" cocktail party to be followed by a Lee Tilton-Lago Mar-style dinner.

The program will continue the theme of getting acquainted with each other — and getting acquainted with Nova University ... with the original great dream; the great thinking, and the great achievements to date ... and some of the remarkable personalities which the University has attracted.

This May 17 affair should bring GOLD KEY closer to realization of its major premise and objectives, namely:

That its members want to know details of Nova University, and should be encouraged;

In offering suggestions;

In joining in the celebrations of Nova's triumphs and accomplishments;

In knowing Nova's personalities and geniuses;

In lending their unquestioned abilities, experience and vast contacts;

and in making suggestions, and studying and passing on proposals for the sound development of Nova University.

This promises to be a relaxing, fun-filled program, with the serious over-all purpose of bringing GOLD KEY closer to the heart of the new dimensions for excellence and greatness offered by Nova University.

THE NOVACRAT

Published monthly in the interest
of GOLD KEY of Nova University.

August Burghard — Editor

Enthusiasm *AN EDITORIAL*

"... At the alert college, there is discussion, lively debate, and occasional turbulence.

"... Enthusiasm emanates from the Trustees, the administrators, and engulfs everybody and everything.

"... A climate of action, and of conviction, does show.

"... Within the past five years, colleges have received more gifts, money, than ever before ... Has this affluence gone into the key variables — great teaching and learning? Into innovation? Into exciting experimentation?

"Did Christ say: 'Remodel the Chapel?' or did he say, 'Reform the Church?'"

"... Our nation is entering an era of catapulting change

"... Between 1970 and 2015, the changes will surpass even the wildest predictions both in Macro-distance and micro-distance ... for change is accelerating exponential with time ..."

—From Dr. Paul H. Davis' "Formula for Significant Survival of Private Liberal Arts Colleges."

Rarely — perhaps once in a generation — comes the establishment of a new privately-endowed University dedicated to advanced study and research in the sciences such as our own Nova University.

GOLD KEY was created to play an increasing role in the University program.

It is not going to remodel the chapel. Its plans are to reform the entire church. The greater the Reform, the stronger the personality needed to accomplish it.

GOLD KEY is developing such a personality.

Send Us More Eggheads

This is a pretty expansive want ad but it's long overdue, wouldn't you say? We go through stages here in America. After all, if we're really a free country who can say the flag-pole sitter or the gold-fish swallower or the red-necked anti-intellectual can't have his day?

He has. Now it's time to face facts.

And it is a fact that a good intelligent man can do more for us than a well-intentioned cluck.

We need more men like Messrs. T. Jefferson and T. Edison;

intelligent men who lighted our lives

and our living rooms.

A few more of these fellows would come in handy today.

A juggler can get us in front of a TV screen.

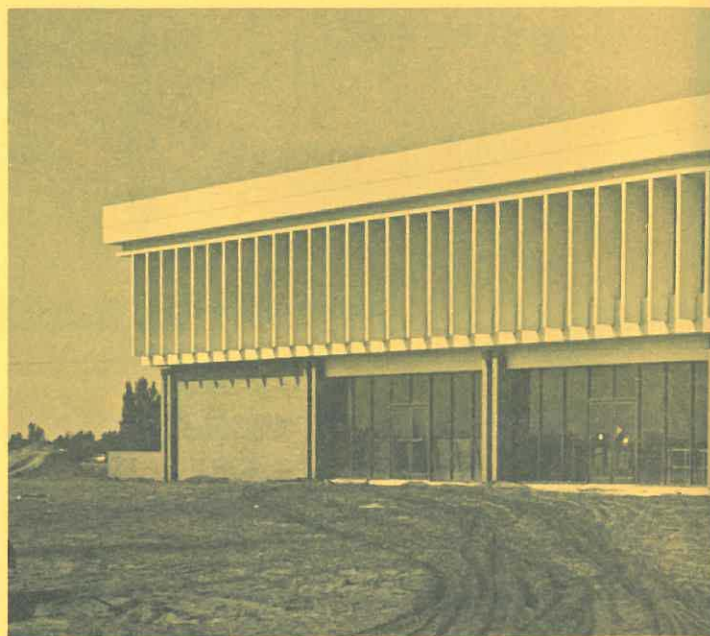
A movie queen can get us out to the drive-in.

A split-T football coach can get us to the Rose Bowl.

But an egghead can get us to the moon.

And we're behind schedule.

... This famous message
first appeared in NEWSWEEK.



BIRTH OF NOVA UNIVERSITY ON

Dedication Ceremonies Set For Edwin M. and Ester L. Rosenthal Student Center

Nova University — while in operation for some time in temporary quarters in downtown Fort Lauderdale and on the waterfront — will come into actual being in its permanent location on the Davie Campus at 4:00 p.m., May 21, 1967 — an important and historic date.

That is the time set for the Dedication of the handsome Edwin M. and Ester L. Rosenthal Student Center.

The entire GOLD KEY membership will be recognized in the Dedication formalities.

The Edwin M. and Ester L. Rosenthal Center is a two-story structure containing 15,000 square feet. It will be between academic and housing areas of the campus and will serve social needs of students. A cafeteria dining room, book store, mail room, housing office, information center, student activities headquarters and recreation lounge will be features.

The architect, who also designed the Louis W. Parker Physical Sciences Center, and has prepared preliminary drawings of other important campus structures, is Hollywood's James M. Hartley, A.I.A., a GOLD KEY member.

The Student Center is contemporary in feeling and in harmony with other University buildings. It is faced with brick on the first floor and with a bronzed anodized curtain wall behind vertical precast fins on the second floor. The curtain wall is protected by a wide overhang, and the concrete frame of the building is left exposed. An interesting architectural feature is a dramatic cantilevered concrete canopy that projects from the entry over the roadway. Entry to the building is through a spacious lobby. The reception lounge is down a short flight of stairs. The lounge leads into the dining room.



James Mitchell Hartley, Architect

The designer of the Edwin M. and Ester L. Rosenthal Student Center and other important structures of Nova University is a veteran Florida resident, having come to the state in 1925.

He is a past president of the Broward County Chapter of the American Institute of Architects, and is chairman of the Hollywood Contractors' Qualifying Board.

He is a past director of the Committee of 100, of the Chamber of Commerce, and of the Kiwanis Club, and past president of the Pioneer Club.

A University of Florida Alumnus, he enjoys the typical Florida hobbies of fishing and boating. His wife is Edith Hartley. He also studied in England. In 1965 he was given a Ford Foundation Grant to study the design of technical institutions and other educational facilities of Scandinavia and the Netherlands.

And, importantly, "Jim" Hartley is a member of GOLD KEY of Nova University.

ITS OWN CAMPUS MAY 21, 1967

On two sides there are floor-to-ceiling panels of bronzed glass which provide a view of the large terrace where students and others may enjoy the Florida sunshine and breezes.

A free-standing monumental reinforced concrete stairway leads to the second floor. Here a lounge and recreation area extends through the center of the building and offer views of the campus to the north and south.

Rooms on the second floor will eventually be used for student meetings, for offices of student publications, student government, and like activities.

Hartley has also prepared the preliminary drawings for Davie Hall, a married students' dormitory; the Hollywood Education Center; the William C. Mather Administration Building; the library and computer center.

Plans for the Central Mechanical Plant have been completed and bids from builders received. This building should be under construction shortly.

Fifty or more other buildings will eventually comprise the great Nova University physical plant even now being planned for the Davie Campus.

The permanent Nova University Oceanographic Institute Facility, for which early plans have been drawn by Gamble and Gilroy Architects of Fort Lauderdale, will be located on a site already owned and available, at Port Everglades.

GOLD KEY Organization

Meetings of a Nominating Committee to name Directors of GOLD KEY have been held, and Committee Chairman John E. Morris, Jr., is presently contacting those named to determine their readiness to serve.

From the Directors will come a chairman, other officers, and a program, hospitality, membership and other committees.

Donn's Entertain

James Donn, a GOLD KEY member, and Mrs. Donn, entertained GOLD KEY members and their wives and other Nova University people at a delightful dinner party at Gulfstream Park, Saturday, April 22.

Jimmy Donn, the great little Scotchman who stands so high in thoroughbred racing, has also made names for himself in landscaping and floriculture, in Rotary and Shrine circles.

(continued from page 1)

"... We have developed quite sophisticated techniques for the improved management of resources —

Primarily in operations research, using new mathematical techniques and computer support —

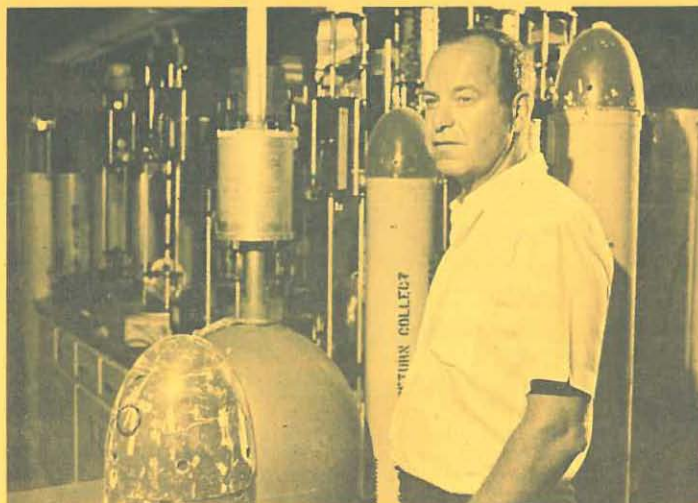
To meet the needs of the student population explosion, and the equally significant Cold War requirement to remain competitive through research.

"... We must take an active role in using the modern instruments of management —

And in developing an area of research to provide sophistication to the whole spectrum of fund acquisition through utilization of resources, and feedback of workable systems into the machinery of higher education.

"... I am talking about such fields as operations research using mathematical models and Q-ing techniques, which until recently were foreign both to generals and industrial presidents.

"... and using laws of probability to produce maximum results with minimum expense."



Dr. Richardson Briefs Gold Key On Oceanography

Fascination held by the ocean for man since time began was again reflected at the Oceanography Laboratory party when GOLD KEY members enjoyed the rare opportunity of listening to, and questioning, Dr. William S. Richardson, Professor of Oceanography.

Such knowledge in depth of our own Gulfstream and of the oceans of the world, and a willingness to share it, simply has not been available heretofore in Fort Lauderdale.

Speculation as to man's future role on and below the ocean's surface, and Nova's part in speeding that development, took place at the Thursday, April 20 party.

Personable, dedicated "Bill" Richardson, a relaxed and most knowledgeable man, briefed the group on his department's explorations, discoveries and purposes.

He holds a Bachelor of Science Degree in Chemistry from Brown, and received his Ph.D. in Chemistry from Harvard. He was a fellow at the Mellon Institute in Pittsburgh, and from 1952 to 63 performed work in physical oceanography and instrumentation at Woods Hole Oceanographic Institute in Massachusetts. He is the author of articles on Oceanography for scientific publications, and has performed extensive work on temperatures and radiation in the Gulfstream.

Questions by Gold Keyman George W. English elicited the prediction that in the next quarter century great corporations as large or larger than today's General Motors and General Electric will be operating in and under the oceans. Richardson told Bob Elmore that the Gulfstream poured 200 times more water through the Straits of Florida than flowed from all the rivers of the world.

Nuclear power for electricity offers a good bet for perhaps 10 years—but beyond 25 years there would be problems. If the Gulfstream could be harnessed — and perhaps eventually it will — what a source of power would be available then.

Foy Fleming learned how the scientific facts of currents and water movements helped in negotiating the Bimini Channel, (located a bit wrongly on the charts!) . . . and in winning sailing races from the St. Petersburg to Miami; and from the east coast to Nassau.



It was disclosed for "Coley" Judd, "Lew" Bellows and Greg Barry that the west side of every major ocean has a warm water current like the Gulfstream (there are eight of them) and that the west side of every continent has a cold water stream.

Dick Welch learned that the Nova Ocean Lab uses the Welch pump manufactured by his Chicago plant.

Fred B. Youngblood revealed his son's interest in Oceanography, and "Jim" Hartley learned of the architectural needs in undersea operations.

John E. Morris, Jr., "Chick" Reynolds and the entire group sat around the informal circle in rapt attention to the story of the watery world Dr. Richardson unfolded . . . after Clare Rice presented him and gave something of his background.

The affair was catered by Ann Calvert, Lillian Sullivan and Laura Hennigan, of the Nova Staff, and they did a beautiful job.

"You only have to be right 51% of the time to be a success."

— Bruce Barton